



Growth  
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Knowledge

# Coronavirus Consumer Pulse

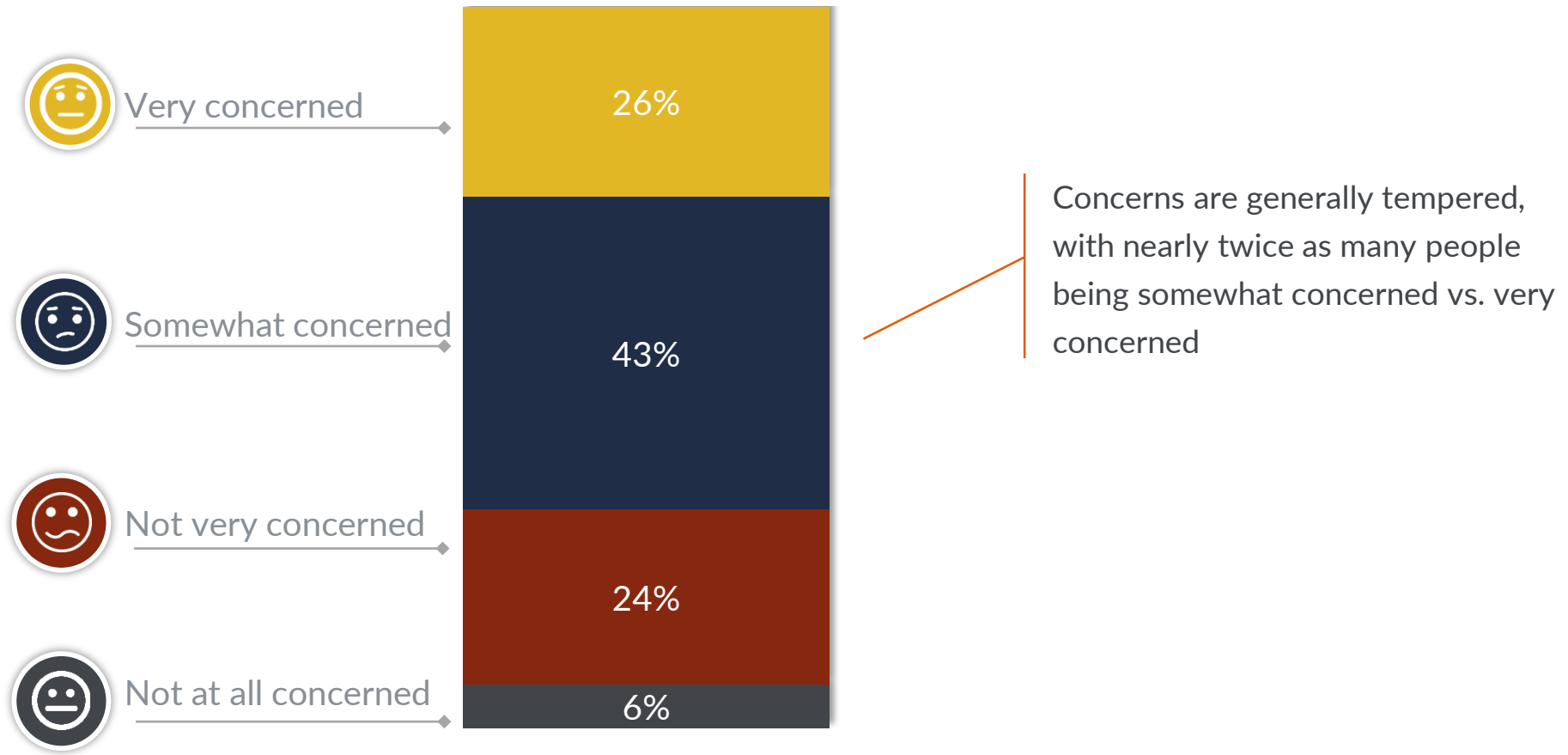
*Excerpts from US Wave 1 study -  
conducted March 3-4, 2020*

***Wave 2 results (March 17-18)  
available now!***

For more information, contact your  
GfK representative or Stacy Bereck  
([stacy.bereck@gfk.com](mailto:stacy.bereck@gfk.com))

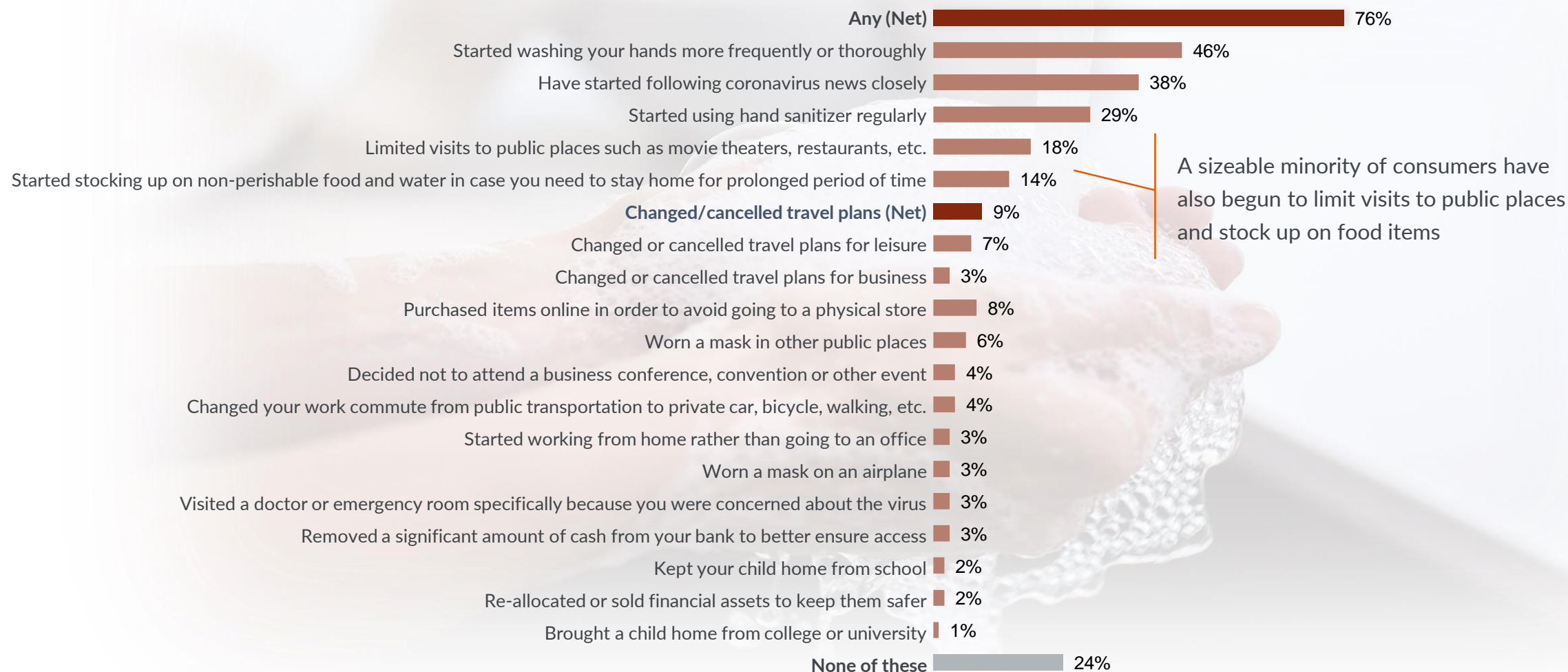


Among those aware of coronavirus, about 7 of 10 are somewhat or very concerned about the virus's impact on them or their family.



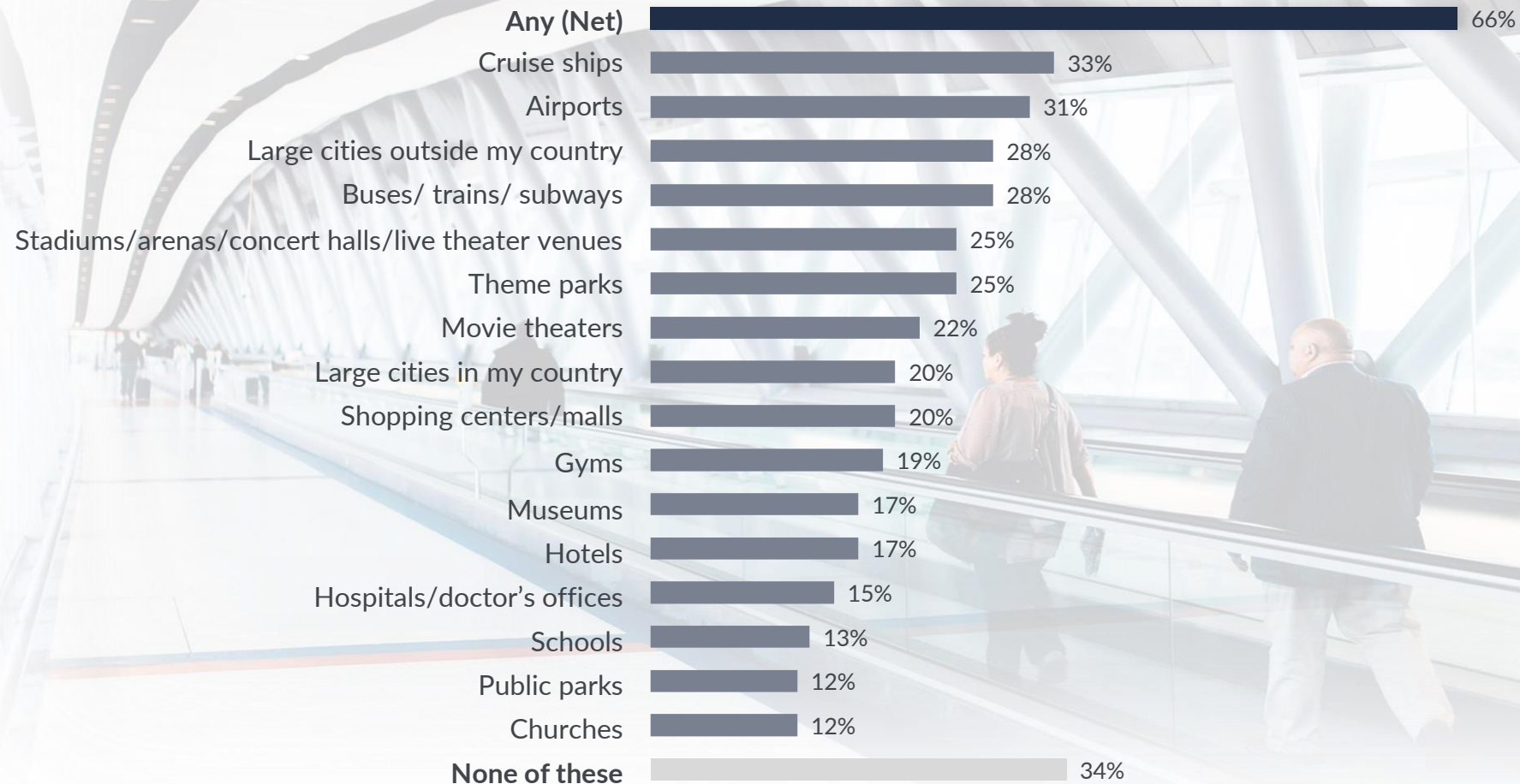
Q6: How concerned are you about the impact of the Coronavirus on you or your family personally? | Respondents Aware of Coronavirus: 1007

# Frequent hand washing/sanitizing and following news are among top precautions taken since news of the virus broke.



Q7: Which of the following things, if any, have you done since news of the Coronavirus broke? Select all the apply. | Respondents Aware of Coronavirus: 1007

About two thirds of Americans plan to avoid specific places in the coming weeks, including cruise ships, airports, large international cities, and public transportation.



Q12: Which of the following, if any, do you plan to avoid over the next few weeks? Select all the apply. | Total Respondents: 1099